

Message Text

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51

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AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL FRAKFURT

AMCONSUL HAMBURG

AMCONSUL STUTTGART

UNCLAS MUNICH 1823

COMMERCE FOR OIM/TRAFTON/CLAUSEN/THOMAS/RYN

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FINAL PRELIMINARY REPORT ELECTRONICA 74

1) ELECTRONICA 74

2) MUNICH, NOVEMBER 21-27, 1974

3) NUMBER OF EXHIBITORS - 58- REPRESENTING 78 FIRMS.

4) SALES DURING EXHIBITION - DOLLARS 3,070,000.

A. NTE/M ONLY - 1,105,000

B. OTM ONLY - 1,965,000

5) SALES PROJECTED SUBSEQUENT 12 MONTHS - DOLLARS 37,580,000.

A. NTE/M ONLY - 8,075,000

B. OTM ONLY - 29,505,000

6) NUMBER OF EXHIBITORS SEEKING EXREPS - 10

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7) NUMBER OF EXREPS APPOINTED - 28

8) NUMBER OF EXREP AGREEMENTS UNDER NEGOTIATION - 66

9) NUMBER OF TRADE VISITORS TO TRADE FAIR - 73,000. (31 PER CENT FROM OTHER COUNTRIES).

10) OUTSTANDING SUCCESS STORIES:

A. COMPUTERVISION CORP, COBILT AND DESIGN AUTOMATION DIVISIONS - OTM FIRM. DISPLAYING WAFER INSPECTION STATION (COBILT) AND COMPUTER AIDED DESIGN DRAFTING SYSTEM (DESIGN AUTOMATION) RECEIVED TOTAL CUSTOMER ACCEPTANCE. TOTAL EXPECTED SALES FOR NEXT 12 MONTHS FOR BOTH DIVISIONS IS DOLLARS 8 MILLION. (COBILT 3.5 MILLION, DESIGN AUTOMATION 4.5 MILLION). IN ADDITION 180 STRONG POTENTIAL BUSINESS LEADS WERE OBTAINED. MR. M. DE LEEUWE, COBILT DIVISION, DIRECTOR EUROPEAN OPERATION, COMMENDED ON EXCELLENT COOPERATION BY COMMERCE STAFF. HOLD PUBLICATION.

B. TELEDYNE PHILBRICK - OTM FIRM. DISPLAYING A/D, D/A AND V/F CONVERTERS. FIRM SOLD DOLLARS 50,000 ACTUAL DURING EVENT WITH DOLLARS 5 MILLION EXPECTED NEXT 12 MONTHS; ALSO OBTAINED 141 POTENTIAL BUSINESS LEADS. MR. RISLEY, MGR. INTL. OPERATION, DEDAM, MASS. NEGOTIATING WITH 7 POTENTIAL AGENTS DURING NEXT 12 MONTHS PERIOD.

C. ALMA CORPORATION - NTM FIRM. DISPLAYING CMOS INTEGRATED CIRCUIT TESTER. SOLD DOLLARS 18,000 ACTUAL DURING WITH DOLLARS 300,000 EXPECTED NEXT 12 MONTHS; ALSO SIGNED TWO SALES REPS. MR. PATTERSON, DIRECTOR OF MARKETING, MOUNTAIN VIEW, CALIF. STATED IN REPORT: "AN EXCELLENT SHOW" THE RESULTS EXCEEDED OUR EXPECTATIONS. WE FELT DEPARTMENT OF COMMERCE DID A FINE JOB OF ORGANIZING AND PROMOTING U.S. EXHIBITION".

D. SCHWEBER ELECTRONICS - NTM (NOT LOOKING FOR AGENTS) REPRESENTING 20 U.S. MANUFACTURERS OF ELECTRONIC COMPONENTS, AMONG OTHERS RCA, MOTOROLA, FAIRCHILD PRODUCTS. CEM FIRM SOLD ACTUAL DURING EVENT DOLLARS 600,000 WITH EXPECTED NEXT 12 MONTHS PROJECTION DOLLARS 3 MILLION. PENETRATED COMMON MARKET COUNTRIES ALSO SPAIN, YUGOSLAVIA AND HUNGARY. CUSTOMERS WERE IMPRESSED BY QUICK TELETYPE ON THE SPOT ORDER PROCESSING SYSTEM USED BY SCHWEBER. UNCLASSIFIED

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E. JSH INTERNATIONAL - NTM FIRM. DISPLAYING ELECTRONIC TUBES AND SEMICONDUCTORS. SOLD DOLLARS 58,000 ACTUAL DURING EVENT WITH DOLLARS 300,000 PROJECTED NEXT 12 MONTHS. PENETRATED HOLLAND AS NEW COUNTRY MARKET AND PRESENTLY NEGOTIATING WITH 6 ADDITIONAL AGENTS. MR. M. R. ZIDEL, EXECUTIVE V.P. OF JSH INTERNATIONAL, L.A., CALIF. STATED IN REPORT "EXCELLENT EXPOSURE. SHOW PLANNED WELL. DEPARTMENT OF COMMERCE STAFF BEYOND DESCRIPTION, AND WERE

EXTREMELY HELPFUL." "THE SHOW IN MY ESTIMATION WAS HIGHLY SUCCESSFUL."

F. SILICON TECHNOLOGY CORPORATION - NTM FIRM. DISPLAYING INTEGRATED DEVICES/SAW AND BLADES/AND INSTRUMENTS. SOLD DOLLARS 30,000 ACTUAL DURING EVENT WITH DOLLARS 500,000 EXPECTED NEXT 12 MONTHS; ALSO SIGNED ONE SALES REP IN FRANCE DURING SHOW. NEW COUNTRY MARKETS PENETRATED IN GERMANY, RUSSIA, ITALY, POLAND, YUGOSLAVIA, SWEDEN, FINLAND, AND FRANCE. GEORGE KACHAJIAN, PRESIDENT, OAKLAND, N.J. STATED IN REPORT: "ORGANIZATION ASSISTANCE AND TENDER LOVING CARE BY U.S. OFFICIALS WAS EXEMPLARY. AFTER 22 YEARS OF BUSINESS SHOWS NO OTHER WAS BETTER RUN."

G. STATE OF PENNSYLVANIA - REPRESENTING EIGHT NTM COMPANIES. DISPLAYING COMPONENTS, ASSEMBLY LINE EQUIPMENT AND TESTING INSTRUMENTS. SOLD DOLLARS 3,000 ACTUAL DURING EVENT WITH DOLLARS 1,420,000 EXPECTED NEXT 12 MONTHS. THESE NTM FIRMS OBTAINED 678 POTENTIAL BUSINESS LEADS AND ARE ALSO NEGOTIATING WITH 40 POSSIBLE EUROPEAN REPS. MR. JOHN BRENNAN, DIRECTOR, PENNSYLVANIA BUREAU OF INTERNATIONAL COMMERCE, BRUSSELS, BELGIUM, STATED: "WITH SOME EXCEPTIONS THE PRODUCTS FROM THE STATE OF PENNSYLVANIA WERE WELL RECEIVED BOTH BY END USERS AND PROSPECTIVE REPRESENTATIVES; AS A FIRST EFFORT IT WAS EXTREMELY WORTHWHILE." VALDES

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